

2009 Annual Report

BIA OF MICHIGAN

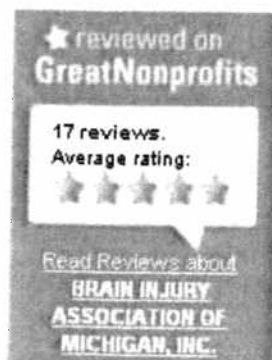
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Events
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Creating a Better Future

The Brain Injury Association of Michigan (BIAMI) is here to help you. We provide **education, advocacy, research** opportunities, **support** and support groups to brain injury survivors their families, and the people who serve them. **Prevention** information is provided in communities across Michigan.

Today, the BIAMI's services are needed more than ever before as military service members return to our communities with brain injuries suffered in the defense of our country. TBIs from roadside bombs and other causes have become the "signature injury" of Iraq, Afghanistan and other present-day conflicts. The BIAMI's Veterans Program is active throughout the state on behalf of our injured veterans

Michigan Facts

On an annual basis, about 58,000 individuals sustain a TBI in Michigan. Of these

- about 1,530 die;
- 10,400 are hospitalized; and
- 46,000 are treated and released from an emergency department.

From 1999 to 2008, **rates of nonfatal hospitalizations of Michigan residents related to TBI have increased**; over the same time period, the rate of TBI-related deaths has decreased.

- *More people than ever in Michigan are surviving serious TBI and are likely to need life-long services.*

According to the Michigan Public Health Institute's most recent data (April 2010)



Brain Injury Association of Michigan

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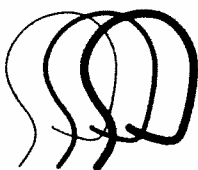
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BOARD OF DIRECTORS

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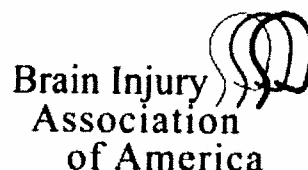
Timothy Smith, Esq.

Greta Wu

Recognition

Brain Injury Association Of Michigan's Certified Brain Injury Specialist Program Wins National Award

The Brain Injury Association of Michigan's **Certified Brain Injury Specialist Program** won the Brain Injury Association of America's Award for Excellence in Programs and Services in 2009. To date we have processed nearly 800 CBIS applications. We currently have 623 individuals that have maintained their certification, and have about 14% of certifications nationwide.



Brain Injury Association Of Michigan's Veterans Program Ranked Among Nation's Top Veterans Programs By Great Nonprofits



The Brain Injury Association of Michigan (BIAMI) is proud to announce that its four-year old Veteran's Program, under the direction of Retired Air Force Major Rick Briggs, has been ranked 21st out of 128 nonprofit organizations around the country that provide service and support to our nation's veterans according to Great Nonprofits' recently conducted 2010 Veterans Choice Campaign.

Staying focused on our mission

In 2009 the Brain Injury Association of Michigan tried to answer the question "How do we create a more transparent organization?"

- ✓ Engaging our partners – creating a shared goal and vision.
- ✓ Strategic planning with outcome measurements
- ✓ Further developing organizational leadership and governance.
- ✓ Operations - by providing efficient and cost-effective systems, policies and processes that enable the fulfillment of our mission, while ensuring the highest levels of transparency and accountability.

- ✓ We increased our presence on GuideStar!



GuideStar was founded to promote nonprofit transparency, to provide an online central repository of nonprofit information that donors could use to guide their giving decisions.



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Support

- ✓ **Positioned as a national brain injury resource.** All calls to the Brain Injury Association of America's toll-free National Brain Injury Information Center (NBIIC) line come directly to Michigan.
- ✓ **Created part-time TBI Ombudsperson.** As a result of the Michigan TBI Grant Application, BIAMI has employed a part-time Ombudsperson to assist people trying to access public services.
- ✓ **Provided assistance to over 4,000 civilians and veterans living with brain injuries and the professionals who've served them.** Requests come from telephone calls and a significant increase in e-mail, Facebook and BIAMI website requests..
- ✓ **Hosted 21 Chapters and Support Groups statewide.**
- ✓ **Provided two chapters with BIAMI Recreational Grants.** These grants are available to all chapters to stimulate social/recreational activities in their communities.
- ✓ **Increased resources on eLibrary and Office Lending Library.**
- ✓ **Conducted ten briefings for 2,771 returning Michigan soldiers.**
- ✓ **Provided Leadership for Police-Veteran Intervention Group.**
- ✓ **Hosted nine recreational activities for 1,556 attendees.**

- Provided leadership of the Michigan TBI Grant, funded by Health Resources and Services Administration, and actively participated on Management, Training, Data, Prevention and Policy Committees.
- Michigan is the only state with a 10 year history of Medicaid data for people with brain injuries.

Internet

- ✓ **Upgraded and launched the Brain Injury Association of Michigan's NEW website (www.biامي.org) with nearly 40,000 visits in 2009 and 80,000 pages viewed.** When you type "brain injury association" in Google, the Brain Injury Association of Michigan ranks 4th, as of 4/27/10
- ✓ **Circulated over 100,000 electronic Brain Injury eNewsletters**
- ✓ **Attracted 800 followers to newly-created Facebook, Twitter and MySpace pages.** Links to all social media available on every page of website.
- ✓ **Created online transparency utilizing GuideStar and Great Nonprofits.**

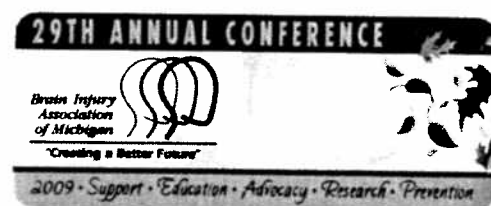
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Education

29th Annual Conference

- ✓ Successfully hosted the largest brain injury conference in North America in September 2009
 - ✓ 1,200 attendees (Thursday – 822 and Friday - 819)
 - ✓ The Exhibit Hall had nearly 130 exhibitors
 - ✓ Scholarships provided for 42 people to attend



Let's Talk About Sex" Relationships & Sexuality

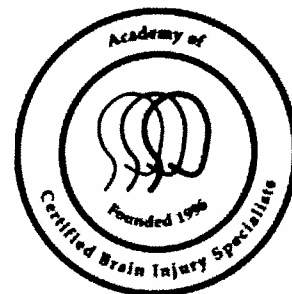
Let's talk about Relationships & Sex



- ✓ Launched our first Conference in November 2009
- ✓ Over 130 attendees
- ✓ Scholarships provided for 15 attendees to attend
- ✓ Fourteen exhibitors filled the hallways

Academy for the Certification and of Brain Injury Specialists

- ✓ Won the Brain Injury Association of America's Excellence in Programs and Services Award
- ✓ Over 140 professionals applied through BIAMI and took the Course and Examination
- ✓ To date we have processed nearly 800 CBIS applications. We currently have over 600 individuals that have maintained their certification, and Michigan has 14% of all certifications nationwide.
- ✓ BIAMI's Certified Brain Injury Trainers (CBIST) are Deborah Adams, LMSW; Cindy Barrus PT MM, Lynn Brouwers, MS, CRC; Carol Green, OTR/L; Carol Greenburg, LMW; Michael O'Connor, OTR/L; Heidi Reyst, PhD; and Martin Waalkes, PhD



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Research

- ✓ Actively encouraged research and dissemination of information. Assisted in recruitment for 5 research studies in 2009
- ✓ Provided leadership on and actively participate on the Advisory Boards for the Southeastern Michigan Traumatic Brain Injury System (SEMTBIS) and the Ohio Valley Brain Injury Center (OVCBIC)

Advocacy

- ✓ Focus remained on valued partnerships with Michigan Brain Injury Providers Council (MBIPC), Coalition Protecting Auto No-Fault (CPAN), Head Smart Coalition, Skilled Motorcyclist Association – Responsible, Trained and Educated Riders (SMARTER)
- ✓ Successfully delayed the motorcycle helmet repeal
- ✓ Working in conjunction with CPAN to stop
 - ✓ Wrongful denial of claims
 - ✓ Caps on personal injury protection (PIP) benefits
 - ✓ Medical Fee Schedules
 - ✓ Attendant Care Caps

Nationally we supported:

- TBI Act
- Heroes at Home Act
- Congressional Brain Injury Task Force

Accomplishments

- ✓ Prevented bad legislation (Medical Fee Schedules, Managed Care and PIP choice)
 - ✓ Supported proactive legislation (restrictions on auditing medical bills, restore statute of limitations, right to choose providers, bad faith denials and repealing Kreiner decision)
 - ✓ As a Plaintiff, with CPAN, fought Supreme Court battles to protect people with brain injuries (converting fee for service to managed care, limit power to deny reimbursement of charges)
- ✓ Continue to maintain CAPWIZ site on BIAMI website; your gateway to writing your elected officials



Prevention



- ✓ Promoted the "March Brain Injury Awareness Month" across the state.
- ✓ Provided leadership to BIAA Committee to create first year of multi-year sports concussion theme.
- ✓ Active member of state TBI Grant Prevention Committee, working on sports concussion and falls

2010 Goals

1. Provide leadership and collaborate with medical providers, attorneys, legislators, associations and nonprofits to advocate for maintaining the Michigan Auto No-Fault insurance system.
2. Collaborate with sports connected associations, medical authorities and related prevention groups assess and address the prevalence of sports-related concussions among the hundreds of thousands of high school and prep school student athletes in Michigan.
3. Influence public awareness & increase understanding of brain injury and expand the Association's identity through its' comprehensive public relations plan.
4. Expand volunteer network, provide support of volunteers and increase business relationships to affect greater opportunities for the Association.
5. Improve support services to members and general public with increased focus on returning military veterans. Update all information and referral materials to document cited materials and evidence basis
6. Unify BIAMI and Chapters/Support Groups by strengthening organizational structure to effectively accomplish BIAMI's mission and vision.

New Membership Affinity Program!

In 2010 the Brain Injury Association of Michigan will be launching our NEW Membership Affinity Program.

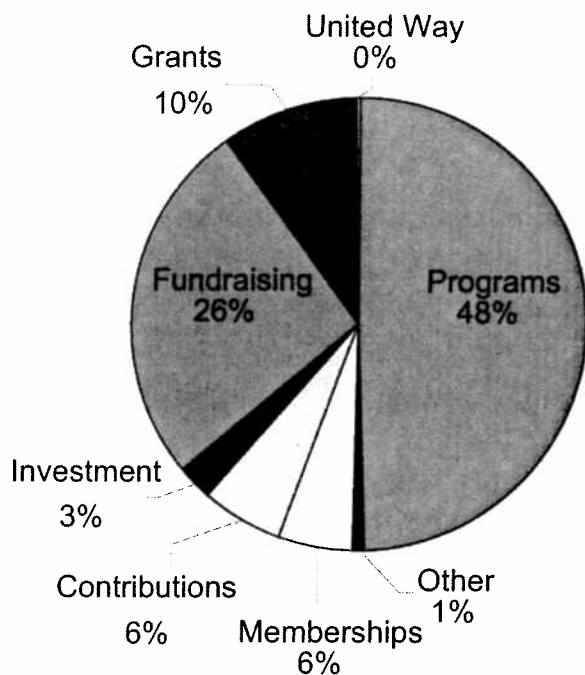
We are pleased to provide our members with Affinity Programs that offer discounted rates on services and supplies. Only BIAMI Members will be able to take advantage of these discount programs.

Our three introductory partners are 5/3 Bank, Sprint and Salesfire Branding & Communications.



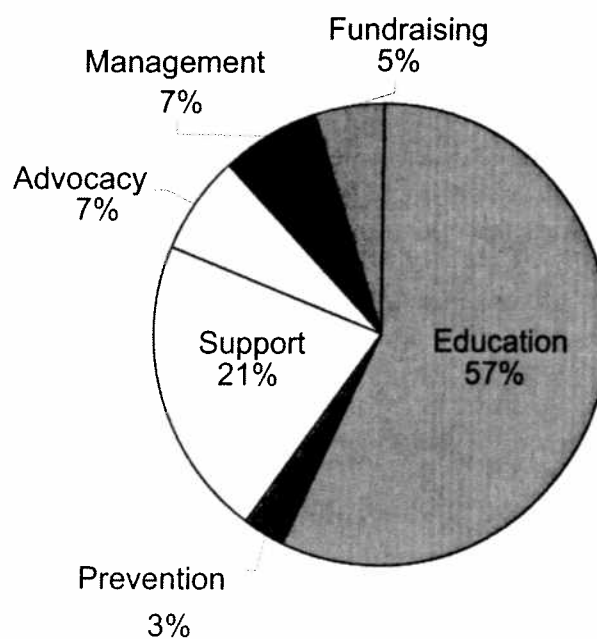
2009 Financials

Data from 2009 Audit



Expense: \$ 719,389

Personnel costs of \$ 343,481 are incorporated in each program area.



2010 Calendar of Events

February 3, 2010

Board Meeting

Michigan Disability Rights Coalition, Lansing

April 11, 2010

12th Annual Legacy Society Dinner & Auction

The Ritz-Carlton, Dearborn

April 21, 2010

ACBIS Course

Grand Rapids & Howell

May 1, 2010

Annual Meeting & Spring Fling

Birch Run

May 1, 2010

Board Meeting

Best Western, Birch Run

May 6, 2010

ACBIS Exam

Grand Rapids & Howell

May 24, 2010

Tight Lines for the Troops

Manistee

June 1, 2010

Capitol Day

Capitol Building
Lansing

June 12, 2010

4th Annual Tips-up for the Troops

Kensington Metro Park
Brighton

July, 2010

3rd Annual Homeruns for Heroes

Oakland University
Rochester Hills

July 13, 2010

27th Annual Eastern Grand Invitational

The Inn at St. John's
Plymouth

July 22, 2010

19th Annual Western Grand Invitational

Boulder Creek Golf Club
Belmont

September 1, 2010

Board Meeting

Hope Network, Lansing

September 8, 2010

ACBIS Course

Grand Rapids & Howell

September 22, 2010

ACBIS Exam

Lansing

September 23-24, 2010

30th Annual Conference

Lansing

November 3, 2010

Board Meeting

Hope Network, Lansing

November, 2010

Relationships and Sexuality Conference

Lansing

BIA OF MICHIGAN

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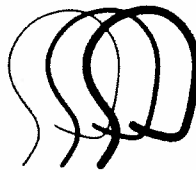
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Mary Forche
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Betty Phillippi
(517) 902-8868
M-F; 1pm -5 pm

*Brain Injury
Association
of Michigan*



"Creating a Better Future"

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